CLAIMS:

1.   A process for displaying personal information in an interactive television broadcast comprising:

- A stage for the acquisition of the personal information with the aid of personal equipment,

- A stage for the transmission of this personal information to a server for the broadcasting of content,

- A stage for the processing of information coming from the server for the broadcasting of content consisting in putting it in a format intended to be used by the application software of the interactive television and in encapsulating this data in a format for the transportation of video stream, characterized in that this encapsulated data is broadcasted in multiplexing with the video streams corresponding to the televised broadcast associated with this personal information, and in that it also comprises a stage that can be actuated by the user for the simultaneous displaying and removal of video information and of this personal information.

2.   The display process according to Claim 1, characterized in that the transport format of the personal information is the MPEG format.

3.   The display process according to Claim 1 or 2, characterized in that the personal information are short SMS messages.

4.   The display process according to Claim 1 or 2, characterized in that the personal information are multimedia MMS messages.

5.   The display process according to Claim 1 or 2, characterized in that the personal information are digital images.

6.   The display process according to Claim 1 or 2, characterized in that the personal information is acquired on a portable telephone and transmitted to the server of a telecommunication operator.

7.   The display process according to Claim 1 or 2, characterized in that the personal information is acquired on a personal computer.

8.   The display process according to Claim 3, characterized in that the information processing stage comprises an operation for the aggregation of this personal information consisting in constructing at least one queue constituted by a plurality of messages.

9.   The display process according to Claim 3, characterized in that the information processing stage comprises an operation for the aggregation of this personal information consisting in constructing a plurality of queues.

10.   The display process according to any one of the previous claims, characterized in that the process also comprises a stage for the filtering of personal information encapsulated as a function of parameters recorded on the user equipment.

11.   The display process according to any one of the previous claims, characterized in that the personal information contains a header comprising personalizing data of the filtering stage of the equipment of a TV viewer or of a group of TV viewers.

12.   The display process according to any one of the previous claims, characterized in that it also comprises a stage for the displaying of information of an advertising nature.

13.   The display process according to Claim 12, characterized in that this information of an advertising nature is of the text type.

14.   The display process according to Claim 12, characterized in that this information of an advertising nature comes from graphic files.

15.   The display process according to Claim 14, characterized in that these graphic files are in the JPEG, GIF, PNG or BMP format.

16. The display process according to any one of the previous claims, characterized in that it comprises a stage for the construction of multiple streams from bits of personal information, each comprising a part of the personal information, before the information processing stage.

17. The display process according to Claim 16, characterized in that the different streams allow a broadcasting into different chat rooms.

18. A system for implementing the process according to any one of the previous claims, comprising at least means for acquiring said personal information, transmission means and display means.